

JUL 31 '91 9:48 FROM 502 568 7189

PAGE.003

301-581-2293

PRODUCT INFORMATION (REGULAR) (CONT'D)

Area of Introduction: TA #28 (Cleveland less Pennsylvania Counties)

First Ship Date: September 3, 1991

Retail Work Begins: September 16, 1991

Introductory Period: September 3 - October 18, 1991

Introductory Terms: 3% - 30-day terms on all new KOOL family product (6M and 12M cases) purchased and shipped during the introductory period September 3 through October 18.

NOTE: Standard 3% - 14-day terms will apply to all KOOL regular product purchased and shipped after the introductory period.

Introductory Allowance: \$35 per 12M case deducted from invoice on all regular allocated KOOL product purchased and shipped during the introductory period September 3 through October 18.

Product/Packaging

- Cork filter on KOOL Filters and KOOL Classic.
- White filter on KOOL Lights and KOOL Ultra Lights.
- No change in KOOL Classic product blend.
- No change in KOOL Filters product blend (same as current KOOL MILDS).
- New improved blend for KOOL Lights and KOOL Ultra Lights styles.
- New contemporary family packaging.
- Packaging for KOOL Classic styles has the wording "Classic Menthol" added.
- No additional styles added.

Regular Stock Order Book Information

	<u>KINGS/BOX</u> <u>STYLES</u>	<u>100'S</u> <u>STYLES</u>
List Price*		
Per M	\$ 58.25	\$ 59.75
Per 12M Case	\$699.00	\$717.00
Per 6M Case	\$349.50	\$358.50
Per Carton	\$ 11.65	\$ 11.95

\*All prices are subject to change.

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JUL 31 '81 9:48 FROM 522 568 7189

PAGE.004

PRODUCT INFORMATION (REGULAR) (CONT'D)Regular Stock Order Book Information (Cont'd):UPC Codes (Manufacturer's Identification Number = 27200)

	<i>00407</i> Filters Kings	<i>00407</i> Filters 100's	<i>00405</i> KOOL Box	<i>00402</i> Lights Kings	<i>00405</i> Lights 100's
12M Case**	01027	01028	01026	01067	01068
6M Case**	—	01328	01326	01367	01368
Carton	01127	01128	01126	01129	01132
Full Package	00255	00261	00323	00292	00293
Supp. Package	272552	272612	273232	272922	272932

	<i>00435</i> Ultra Kings	<i>00434</i> Ultra 100's	KOOL Classic Kings	Classic 100's	Classic Box
12M Case**	01069	01070	01088	01089	01095
6M Case**	01393	01394	—	—	01395
Carton	01135	01137	01120	01125	01118
Full Package	00294	00295	00253	00254	00252
Supp. Package	272942	272952	272532	272542	272522

\*\*Last four digits are product order codes.

*Replacing 10 normal styles of Koobs.*

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